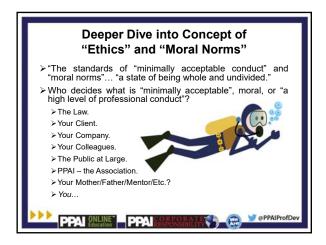


Ethical Business Practices — a core purpose of PPAI "The purposes for which the corporation is formed are for the promotion of the general welfare of the specialty advertising industry, to improve its service to the general public, . . . and to do all other thrings tending to promote the welfare of the members and the advertising specialty industry in general." **PPAI Articles of Incorporation Art. II § Third (Feb. 27, 1964). "The purposes of this Association are: . . . To promote and maintain an environment of ethical practices and a high level of professional conduct" **PPAI Bytana Art. II § 6 **PPAI Bytana Art. II § 6 **PPAI Profiley**

Ethics akin to Integrity Integrity... ➤The quality of being honest and having strong moral principles; moral uprightness. ➤The state of being whole and undivided.

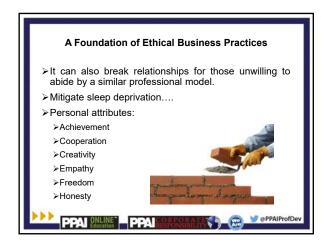
"The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office." (attributed to Delight D. Elsenhower)

PPA ONLINE. PPA





A Foundation of Ethical Business Practices > Lay a foundation to longevity and success. > Example – Preamble to the US Constitution > "We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America." > Strengthen/empower leaders, employees, clients and colleagues. > Create an atmosphere of trust and disclosure of ideas/concerns. > Increase cooperation, ingenuity, production. > Increase bottom line.







Application of Ethical Business Conduct

>Ethics in Communications

- ➤ Personal Communications vs. Business Communications
- ➤ Discoverable in litigation?
 - ➤ Maybe, if relevant.
 - Scope dictated by applicable rules of civil procedure.



Application of Ethical Business Conduct

- ➤ Intellectual Property copyrighted, trademarked, patented, or trade usage
 - Copyright is created when an idea is put into a tangible medium.
 - >Can be identified with © or similar mark/announcement, but notice is not required.
 - ➤Internet does not equal "public domain".
 - ➤ Copyright to derivative works are, as a general rule, owned by the owner of the underlying work.
 - >Amount of profit obtained through unauthorized use does not mitigate liability.



Application of Ethical Business Conduct > Intellectual Property – continued > Laws with teeth. Readily enforced by the courts. > Remedies for Infringement > Injunctive Relief / Restraining Order > Bond Posting > Disgorgement of Profits > Imprisonment > Compensatory Damages > Treble/Statutory Damages > Attorney Fees and Costs PPA PROPERTY OF THE PROPERTY

Application of Ethical Business Conduct Contracts Governing Documents Business Services; Supplier; Client Confidentiality Agreements Non-Compete Agreements Exclusive Distribution Agreements Exclusive Distribution Agreements Non-Disclosure Agreements Non-Disclosure Agreements Royalty Ro





Summation

The supreme quality for leadership is unquestionably integrity -- the quality of being honest and having strong moral principles.



Summation Are your business decisions ethical? > Are they lawful? > Do they honor contractual commitments? > Will they honor your brand? > Will they honor your client's brand? > Will they honor expectations of others?

Summation Considerations for deciding whether a decision / action ethical? ➤Is it truthful? ➤Is it fair to all concerned? ➤Will it build goodwill better and relationships?

Decision-Making Considerations

- >Consider each stakeholder.
- ➤Look "down the road" / consequential effects of a decision.
- >Alternative outcomes / roads.
- ➤ Call a colleague / mentor to bounce ideas about a dilemma or situation.



Ethics in Your Business ➤Define it, not just for yourself but for your Team. List the values that you adore/strive for. ➤Embrace it, daily. ➤ Communicate to the Team. ➤ Consistently promote/live it.



